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WHAT IS CLAIMED IS:

- Areflection type liquid-crystal display apparatus
 comprising:
 - a light source; and
- a liquid-crystal display device including a lower substrate provided with a reflection plate, an upper substrate provided with a transparent film on which a light-reflecting element is provided for reflecting transmitted light toward the lower substrate side, and liquid crystal held between said lower substrate and said upper substrate, said light source being disposed at an end surface of said upper substrate, said liquid-crystal display device being configured so that light incident onto a surface of said upper substrate opposite to a contact surface of said upper substrate with said liquid crystal is reflected by said reflection plate of said lower substrate so as to exit from said surface of said upper substrate with said liquid crystal is reflected by said reflection plate of said lower substrate so as to exit from said surface of said upper substrate with said liquid crystal,

wherein at least one of end surfaces except the end surface on which said light source is disposed is coated with a reflection layer.

2. Areflection type liquid-crystal display apparatus according to claim 1, wherein said reflection layer is constituted by a selected one of a reflection film, a reflection

sheet and a reflection plate stuck onto said end surface.

- 3. Areflection type liquid-crystal display apparatus according to claim 1, wherein an end portion of said upper substrate is protruded more than a corresponding end portion of said lower substrate so that said light source is disposed on said protruded end surface of said upper substrate.
- 4. Areflection type liquid-crystal display apparatus according to claim 1, wherein said reflection layer is provided on an inner surface of a frame so that at least one end surface of said liquid-crystal display device is disposed closely on said frame.
- 5. Areflection type liquid-crystal display apparatus according to claim 4, wherein a selected one of a reflection film, a reflection sheet and a reflection plate is stuck onto said inner surface of said frame.
- 20 6. Areflection type liquid-crystal display apparatus according to claim 4, wherein said inner surface of said frame is made of a metal plate having a light-reflecting function.
- 7. Areflection type liquid-crystal display apparatus according to claim 1, wherein a polarizer is disposed on said

surface of said upper substrate opposite to said contact surface of said upper substrate with said liquid crystal.